

# ReUse Logo Design Contest

The Northampton ReUse Committee's ReCenter will open its doors to the public in April 2015 at the Glendale Road Transfer Station. We are ready to begin publicizing the ReCenter, and need your help creating a logo that conveys the positive impact of reuse in our community. Get involved in the next phase of this exciting community project!

***Artists and inspired ReUse advocates are encouraged to submit designs.***

The Goals of the ReCenter are to:

- Collect and redistribute a variety of free, usable items (swap-shop style)
- Divert material from the waste stream and conserve resources used in the production of new goods
- Promote the values of thrift and resourcefulness within the community

A subcommittee of the City of Northampton's Public Works Commission, The ReUse Committee is a group of sustainability-minded volunteers who aim to reduce Northampton's waste via increased reuse and recycling.

## Contest Eligibility

All designers, design students and all others with creative aspirations are welcome to make a submission. There is no entry fee. Submissions will be accepted until 5 p.m., Friday, February 20, 2015.

## Prize

In addition to our undying gratitude, the contest winner will receive a free 2015 ReCenter membership. Winning original artwork will adorn the full range of our print and online promotional materials until April 2017 (or longer). The artist's name, website and photo (if desired) will be highlighted in related press releases and affiliated web pages, and in a more permanent fashion at the ReCenter.

## Submission criteria

- ✓ The letters "Re" should be the primary focus of the design. We are working on a large variety of activities involving reusing, repairing, reinventing, reconditioning, renewing, repurposing, rescuing, and redirecting usable materials from the waste stream. The logo will be used to identify individual activities as part of our whole effort.
- ✓ Up to three submissions will be accepted by each participant.
- ✓ Artwork will become the property of the City of Northampton upon submission. The winning design may be modified with input from the artist to meet the needs of the ReUse Committee. Submissions labeled with your name and contact information will indicate acceptance of these terms.
- ✓ Entry must be computer-generated or hand-drawn original artwork including the prefix "Re." Color entries are welcome but must be easily modified to print in black and white without affecting the integrity of the design. Acceptable formats:  
*Digital files:* jpg or vector (eps) file on a CD or via email. Jpg image size: 300 dpi at 8" x 10" inches. Vector digital images are preferred.  
*Hard copy:* no smaller than 8 1/2" x 11" and no larger than 11"x17".
- ✓ Mail or deliver all entries to: Recycling and Solid Waste Coordinator, Northampton DPW, 125 Locust Street, Northampton, MA 01060. Digital submissions may be emailed to: [swaite@northamptonma.gov](mailto:swaite@northamptonma.gov)
- ✓ The winning submission will be announced via [www.northamptonma.gov/reduce-waste](http://www.northamptonma.gov/reduce-waste) on February 24.

**Questions?** Call Susan Waite at [413-587-1059](tel:413-587-1059) or [swaite@northamptonma.gov](mailto:swaite@northamptonma.gov).

*Thank you for your interest in this project! The ReCenter will open in April 2015. All artists are encouraged to become members and source free materials for art projects. Watch the website [www.northamptonma.gov/reduce-waste](http://www.northamptonma.gov/reduce-waste) for more info.*